

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions and listings of claims in the application.

**COMPLETE LISTING OF THE CLAIMS:**

Claims 1-54 : (Canceled)

Claim 55 : (New) A method of discounting products to be purchased at a retail site, comprising the steps of:

a) providing a customer with a portable data capture and communications terminal having an electro-optical reader for reading bar code symbols, a radio frequency transceiver, and a memory;

b) the customer entering and storing electronic coupon data identifying price discounts for products into the memory of the terminal;

c) the customer actuating the reader to electro-optically read a symbol associated with a product, and storing product data identifying the product into the memory of the terminal;

d) transmitting the stored product data and the stored electronic coupon data via wireless transmission at radio frequency by the transceiver of the reader to a host having a transaction processor and a database in which a price for each product is stored;

e) the transaction processor electronically matching the product data and the coupon data transmitted by the transceiver, and reducing the price of the product when the coupon data matches the product data of the product; and

f) the host sending a signal identifying the reduced price via wireless transmission at radio frequency to the reader at the retail site.

Claim 56 : (New) The method of claim 55, wherein the entering step is performed by reading a printed coupon symbol with the reader.

Claim 57 : (New) The method of claim 55, wherein the entering step is performed by downloading the coupon data from a server on a network.

Claim 58 : (New) The method of claim 55, wherein the entering step is performed by downloading the coupon data from a computer.

Claim 59 : (New) The method of claim 55, wherein the entering step is performed by manual keyboard entry at the reader.

Claim 60 : (New) The method of claim 55, wherein the coupon data includes a time stamp and an expiration date.

Claim 61 : (New) The method of claim 55, and further comprising the step of storing identifier data identifying the reader into the memory of the reader, and wherein the transmitting step includes transmitting the identifier data together with the product data and the coupon data.